

Pet Licensing Information for Benchmark Cities

Abilene, TX

Estimated compliance: 35%

Information on revenue breakdown & administrative costs:

- Gross revenue for city license for 2011 was \$125,550.
- Total revenue for all of Animal Services was \$287,097.
- Expenses were \$753,170 with \$75,000 going toward direct costs of printing, staff, and communications for the City license program.

Where citizens receive licenses/permits

- Every veterinary clinic “sells” the City license when a rabies vaccination is given. Some vets mandate that they purchase a license, others do not.
- The fee is \$8 per license, the vet keeps \$2 and reports the amount sold at the end of the month.
- Less than 1% of people come to the shelter to purchase a license
- Currently working on an ordinance that would require all vets to report who they gave a rabies vaccination to and if they purchased a City license. Those who did not purchase a license would be sent a letter in the mail informing them that they must purchase one or receive a citation for failure to purchase a City license.
- It is difficult to find the traveling vets that come to do weekend shot clinics without paperwork, or rabies certificates. We are constantly chasing them down to come into compliance.
- For us this is a tax for owning a dog or cat; a source of revenue to offset the costs of operating Animal Services. Obviously we spend a great deal more on sheltering and providing field services than we recoup in a licensing program. One option would be to charge a lower sterilized animal license fee or a higher unsterilized license fee. Your breeders will not like this. However it does put more burdens of the costs to those owners that you deal with on the sheltering side. One drawback is those that just stop going to the vet or stop coming to the shelter to reclaim their animals.

Chattanooga, TN

Estimated compliance: very low (seen progress since increasing enforcement)

Information on revenue breakdown & administrative costs:

- Currently, breaking even. They have a larger goal of controlling the pet population by encouraging owners to spay/neuter their animals so the unaltered license costs more than it would cost for a license to encourage owners to get their animals altered.

Where citizens receive licenses/permits

- Licenses can be purchased at the Center, by mail, or online. Vets can also administer the licenses (keeps \$2/sale), but there is only 1 vet who sells the license currently.

Columbia, SC

Estimated compliance: 6.9% (calculated using AWMA’s formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- Revenue brought in more than covers the cost of the time it takes to administer the program

Where citizens receive licenses/permits

- Directly through the City. Notices are sent out each year when it is time to renew. Payments can be mailed back or done in person. The form is available on website as well.

Columbus, GA

Estimated compliance: 15.97% (calculated using AWMA's formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- Costs are approximately \$4,000/year
- Last year licensing program brought in revenue of approximately \$119,000.

Where citizens receive licenses/permits

- Either through the City or through the Vet. If purchased through a Vet, they keep \$2 of the sale.

Evansville, IN

Estimated compliance: 1.17% (calculated using AWMA's formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- *Still waiting for this information*

Where citizens receive licenses/permits:

- People can purchase the license at our shelter or in the Finance Department of the City. Others can sell the license upon approval of the Animal Care and Control Commission. Currently no one is doing that.

Fort Wayne, IN

Estimated compliance: 42%

Information on revenue breakdown & administrative costs:

- Not recently calculated but revenues exceed costs (unaltered licenses are \$100 and those subsidize altered licenses which are \$5)

Where citizens receive licenses/permits

- They can be purchased from us or any of the area veterinarians. We deliver and pick up tags/forms/receipts every week. The data entry all happens here.

Grand Rapids, MI

Estimated compliance: 18% (calculated using AWMA's formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- Cost analysis is a bit difficult due to the way our budget works but actual revenue for 2011 were \$303,411. Late fees were \$28,877. It doesn't cover the cost of administering the program, thus the reason that we're committing to increasing compliance rates.
- Currently our licensing season runs December 1- March 1. After March 1, the license is considered late and penalty fees (twice that of normal season prices) are incurred. During the 12/1- 3/1 period, people can also purchase dog licenses at township and city offices. When we move to a 1 year and 3 year system, there will no longer be a licensing "season" and the tag will expire when the dog's rabies vaccination expires and late fees will apply if after that date.

Where citizens receive licenses/permits

- From the Animal Shelter, Health Dept or County Treasury in person, by mail or online.
- From other local agencies such as the Humane Society, partnered pet rescues and the local low cost spay/neuter clinic

Huntsville, AL

Estimated compliance: 25%

Information on revenue breakdown & administrative costs:

- Monthly mailing cost: \$1,200/month
- 3 full time clerks (around \$30,000/year & benefits each) to run the program
- Revenue generated: \$400,000/year

Where citizens receive licenses/permits

- At shelter or by mail

Kalamazoo, MI

Estimated compliance: 48.7% (calculated using AWMA's formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- Administrative costs: \$534,000
- Operating expenses: \$180,600
- Revenues brought in by license sales: \$463,500

Where citizens receive licenses/permits

- Licenses are sold through our department, townships, city offices, and 23 of our local veterinary clinics during the licensing season. Licenses are sold each year between December 1st and March 1st. Licenses sold after March 1st can only be sold at our office and a \$15.00 delinquent fee is added to each license unless it is a new dog, then regular prices apply. We pay a printer to print and mail our reminders on December 1st. The list is compiled with the names and addresses of everyone who purchased a license the year before. After March 1st, and after we have entered all of the new licenses sold by the veterinarians, a list is printed off of the previous licensed dogs that have not been renewed. We then have the printer print and mail our delinquent license mailers with these names. We also take this list and provide each of our officers with license checks in their areas to be performed when they are not handling complaints or when they are in the same area.
- The veterinarians sell licenses for \$2 more than if they purchase them from the City, either through the mail or in person. The vets call us when they have 50 or more licenses sold, and we pick up the forms and the money and enter the new licenses in the computer manually. At the end of the licensing season, we tally all the licenses sold by each clinic and send them a check for \$1/ dog license sold by their clinic. This has worked well for everyone concerned. The \$2 "convenience fee" covers the costs of the dollar for each license given to the vets, and the extra time and hassle of having to pick up the licenses and the verification of the money sent to us.

Knoxville, TN

Estimated compliance: very low, no exact estimate

Information on revenue breakdown & administrative costs:

- Just about breaking even

Where citizens receive licenses/permits

- The shelter or veterinarians (keep \$1.50 per license)

Salt Lake City, UT

Estimated compliance: 22.36% for dogs and 1.08% for cats (calculated using AWMA's formula for estimated pet population)

Information on revenue breakdown & administrative costs:

- Currently breaking even, but in the process of revamping the program for greater returns

Where citizens receive licenses/permits

- Because of the complexity of our current licensing model, we only sell licenses out of the shelter. To make it easier for the public, they can license in-person, through the mail, over the phone with a credit card, or online with a credit card. We rolled out our online licensing system (an add-on product to Chameleon's shelter management system) around a year ago and are already seeing a significant number of online renewals.

Savannah, GA

Estimated compliance: 60%

Information on revenue breakdown & administrative costs:

- *Still waiting for this information*

Where citizens receive licenses/permits

- Through the police department

Waco, TX

Estimated compliance: less than 5%

Information on revenue breakdown & administrative costs:

- Have not yet generated enough income to pay for the tags or the labor involved with the process

Where citizens receive licenses/permits

- Only at the Humane Society of Central Texas
- The process:
 - Application for pet permit is completed and returned to the shelter with proof of current rabies vaccination and photograph.
 - Waco Animal control comes in and approves the application.
 - Shelter staff calls applicant and notifies applicant of approval.
 - Applicant returns to shelter with payment (\$35.00 per animal)
 - Shelter staff enters all information into Pet Point and issues permits.

Wichita Falls, TX

Estimated compliance: 30%

Information on revenue breakdown & administrative costs:

- Licensing is a revenue for us but we don't look at it as a big money maker. Staff enters the information into the system and that's part of their daily tasks. We don't have a dedicated staff member who enters licenses.

Where citizens receive licenses/permits

- We have 4 vet clinics that also sell City tags for us when their clients get rabies vaccinations. If not, people have to either bring their paperwork in person or mail it in and we'll process it and get them a city license. We reimburse the vet clinics a small amount to sell the tags for us. That's picked up monthly along with the forms they fill out. Our staff enters the info into our data system (Pet Point). We mail out reminders the month before licenses are due.